

# 1961

# GARDEN MUMS

from

## FAIRVIEW NURSERY

### COON RAPIDS, IOWA

"ONE OF THE MIDWESTS LARGEST MUM GROWERS"

## BLOOMING MUMS for SPRING SALES!

### HERE IS HOW

In recent years bedding plants have had tremendous popularity and surely will continue to do so. The general list of bedding plants sold has maintained an ever-increasing demand because of the long, almost trouble-free, season of bloom. And NOW, the ease of flowering Garden Mums in spring, permits their use right along with bedding plants for the cash and carry trade. Customers immediately recognize a good buy, knowing the bloom can be enjoyed both seasons, spring and fall.

We urge you to cash in on this very acceptable bedding plant item. Sales can be consummated over a long period, even as pinched plants before in bloom.

Mums potted to a three-inch pot the last of February, pinched one week later, and grown at a night temperature of 60 degrees, will offer a progression of flower in early May. A recommended list of the most suitable varieties for this purpose will be found inside of this list.

If the grower wishes to spread out the planting period for this crop, cuttings can be potted over a period of about thirty days — mid-February to mid-March, without the necessity of shade or lights, and thereby extend the blooming time over a longer period. Only 8 to 10 weeks are required to bloom.

The above procedure for flowering Garden Mums thru-out the May sales period does not require the use of shade or lights. However, if it is desired to flower them for a specific date, such as Mother's Day or Decoration Day, the following schedule is suggested.

Mother's Day (May 14)	Plant Mar. 1	Light Mar. 1-8	Shade Mar. 20 on	Pinch Mar. 24
Decoration Day (May 30)	Mar. 19	Mar. 19-25	Mar. 26	Apr. 9

# Fairview Nursery

C. C. BOWMAN, Proprietor

## Coon Rapids, Iowa







White	Height	Flowering Date
<b>AVALANCHE.</b> The worlds favorite large white -----	<b>Med.</b>	<b>Sept. 20</b>
<b>MARTINS WHITE.</b> Large pure white, compact and bushy ----	<b>Short</b>	<b>Sept. 10</b>
<b>NANOOK.</b> Nice cream white cushion, low, compact -----	<b>Short</b>	<b>Sept. 15</b>
<b>OSTOSA.</b> Large glistening white, low growing -----	<b>Short</b>	<b>Sept. 20</b>
<b>PRINCESS KAY.</b> Pure alabaster white, large bloom -----	<b>Short</b>	<b>Sept. 12</b>
<b>WHITE RICE.</b> Fully double 2" pompons on strong plants -----	<b>Short</b>	<b>Sept. 20</b>
<b>WHITE CLOUD.</b> A pure white cloud, large, vigorous -----	<b>Med.</b>	<b>Sept. 15</b>

## Pink & Lavender

<b>CAMEO.</b> Pink cushion. An improved major cushion, very nice --	<b>Short</b>	<b>Sept. 20</b>
<b>COQUETTE.</b> An excellent rose-pink cushion -----	<b>Short</b>	<b>Sept. 15</b>
<b>DAN FOLEY.</b> A new tangerine to scarlet bloom -----	<b>Short</b>	<b>Sept. 15</b>
<b>EDNA ROWLEY.</b> Ruby eyed, tightly knit lavender pink buttons	<b>Short</b>	<b>Sept. 15</b>
<b>FUCHIA FAIRY.</b> Profuse, compact light pink cushion -----	<b>Short</b>	<b>Sept. 20</b>
<b>JOYOUS.</b> Lavender rose pink cushion, something new in the pink cushions. Prolific bloomer -----	<b>Short</b>	<b>Sept. 20</b>
<b>LORENZO.</b> A dark quilled purplish colored mum that is new and attractive -----	<b>Med.</b>	<b>Sept. 10</b>
<b>MINNPINK.</b> Thousands of clear rose-pink flowers. Truly the best pink cushion today -----	<b>Short</b>	<b>Sept. 15</b>
<b>PINK SPOON CUSHION.</b> A nice pink, large, full flower -----	<b>Short</b>	<b>Sept. 20</b>
<b>PRINCESS.</b> Early carnation flowered old rose cushion -----	<b>Short</b>	<b>Sept. 1</b>
<b>SPELLBOUND.</b> Medium brilliant lavender pink pompon. Responds beautifully for spring blooming pot plants ----	<b>Med.</b>	<b>Sept. 15</b>

## Yellow

<b>ASTORIA.</b> Deep lemon pompon, excellent habits -----	<b>Med.</b>	<b>Sept. 22</b>
<b>BUTTERSCOTCH.</b> Huge golden yellow with bronze tints -----	<b>Med.</b>	<b>Sept. 23</b>
<b>CREAMPUFF.</b> Light yellow sport of powderpuff. An excellent color on low full mounds. Real nice -----	<b>Low</b>	<b>Sept. 10</b>
<b>DELIGHT.</b> Perfect flowers of golden yellow large pompon ----	<b>Med.</b>	<b>Sept. 5</b>
<b>EARLY GOLD.</b> Good early golden yellow pompon. Cushion ----	<b>Short</b>	<b>Sept. 1</b>
<b>GOLD BUTTON.</b> 1½" button pompon of golden yellow with spanish orange eye spots. A real beauty -----	<b>Short</b>	<b>Sept. 10</b>
<b>GOLD RIBBON.</b> Light orange to deep yellow pompon. Cushion	<b>Short</b>	<b>Sept. 20</b>
<b>GOLDEN FANTASY.</b> Bright golden carnation flowered. Something completely new in Mums -----	<b>Short</b>	<b>Sept. 15</b>
<b>JOHN MILBRETH.</b> NEW 1958! 3" glistening bright yellow ----	<b>Med.</b>	<b>Sept. 10</b>
<b>KINGS RANSOM.</b> 3" flowers of rich golden yellow. A beauty. --	<b>Med.</b>	<b>Sept. 23</b>
<b>LEMON DROP.</b> Lemon-yellow button pompon. Cushion. -----	<b>Short</b>	<b>Sept. 12</b>
<b>MARIE HARTMAN.</b> 4" flowers of bright orange canary yellow. A very pretty mum. -----	<b>Med.</b>	<b>Sept. 25</b>
<b>MARTINS YELLOW.</b> Large light yellow flowered cushion ----	<b>Short</b>	<b>Sept. 10</b>
<b>MICHIGAN.</b> Large clear yellow 4" to 5" blooms on vigorous plants with rigid stems -----	<b>Med.</b>	<b>Sept. 16</b>
<b>MURIEL RICE.</b> Double 4" flowers of light buttercup yellow aging to deep cream. A beauty -----	<b>Med.</b>	<b>Sept. 12</b>
<b>PRAIRIE SUNSHINE.</b> 2" bright glistening yellow. Excellent cut	<b>Med.</b>	<b>Sept. 15</b>
<b>REAL GOLD.</b> Large decorative blooms of a real deep gold -----	<b>Med.</b>	<b>Sept. 15</b>
<b>RUBY BREITHRAUP.</b> Large shaggy, light primrose yellow ----	<b>Med.</b>	<b>Sept. 25</b>
<b>SOME PUMPKINS.</b> NEW 1959! A distinctive new comer in cushions. 3" golden pumpkin orange incurved blooms in 12" dark green plants -----	<b>Short</b>	<b>Sept. 5</b>
<b>TONKA.</b> A real beauty from the U. of Minnesota. Large, clean, plump, fully double deep yellow. Nice disbudded. Very early -----	<b>Med.</b>	<b>Sept. 1</b>
<b>YELLOW CHRIS COLUMBUS.</b> Medium large decorative, bright lemon. By far the best yellow for spring pots. -----	<b>Med.</b>	<b>Sept. 15</b>
<b>YELLOW MURIEL.</b> NEW 1958! A brilliant golden yellow -----	<b>Med.</b>	<b>Sept. 20</b>
<b>YELLOW POMPONETTE.</b> Bright yellow medium sized pompon	<b>Short</b>	<b>Sept. 12</b>
<b>YELLOW SUPREME.</b> A bright lemon yellow cushion. Nice ----	<b>Low</b>	<b>Sept. 25</b>

# 1961

## Wholesale List

- DISEASE FREE** — Inspected and produced in sterilized rooting medium from selected stock plants.
- FIELD TESTED** — For color, habit and form, and by public acceptance.
- SHIPPED** — In modern packaging, well rooted, popular priced and of top quality.

### OUR RECOMMENDED LIST

FOR GARDEN — FOR CUT FLOWERS — FOR SPRING POTS

## For Spring Pots and Bedding Plants

**WHITE:** Martins White, Ostosa, White Rice, Nanook, White Cloud. **YELLOW:** Cream-puff, Early Gold, Gold Ribbon, Kings Ransom, Martins Yellow, Michigan, Yellow Chris Columbus. **PINK AND LAVENDER:** Cameo, Edna Rowley, Minn-pink, Coquette, Pink Spoon Cushion, Spellbound. **RED AND BRONZE:** Flam-boyant, Lipstick, Scarlet Crimson, Red Elf, Tecumseh, Bronze Queen, Toronto, Luxton's Red, Orsona, Early Bronze, Radiance. **PURPLE:** Twinkle, Purple Waters, Purple Queen.

## For Cut Flowers

**WHITE:** Avalanche, White Rice, White Cloud, Princess Kay. **YELLOW:** Butter-scotch, John Milbreth, Marie Hartman, Muriel Rice, Tonka, Yellow Muriel, Yellow Chris Columbus, Kings Ransom, Michigan, Golden Fantasy. **PINK:** Dan Foley, Fuchia Fairy, Joyous, Princess, Spellbound. **RED AND BRONZE:** Aksarben, Bronze Giant, Crown Jewell, Fred Stone, John Furst, Radiance, Ruth Scott, Toronto, Viv Cushion. **PURPLE:** Purple Waters, Twinkle, Lorenzo.

## The Best All Round Cushions

**WHITE:** Martins White, Nanook, Ostosa. **PINK:** Cameo, Coquette, Edna Rowley, Minnpink, Princess. **RED AND BRONZE:** Bronze Queen, Harvest Bronze, Lipstick, Red Elf, Tecumseh, Viv Cushion, Vulcan. **PURPLE:** Purple Carpet, Purple Cushion, Purple Heart.

Special Discounts On Early Orders	
ALL ORDERS POSTMARKED ON OR BEFORE FEB. 20	WILL RECEIVE 10% DISCOUNT
ALL ORDERS POSTMARKED FEB. 20 TO MAR. 20	WILL RECEIVE 5% DISCOUNT
All plants will be shipped nearest to date wanted regardless to when ordered.	

25 of one variety -----	\$2.00
50 of one variety -----	\$3.50
100 or more per 100 -----	\$6.50

# Fairview Nursery

IOWA'S LARGEST WHOLESALE MUM GROWERS

Coon Rapids, Iowa

## The Midwest's Finest Garden Mums Rooted Cuttings

## Bronze & Red

	Height	Flowering Date
<b>AKSARBEN.</b> Large double clusters of 3" to 5" blooms of suntan shade overlaid with rose. Early bloom till frost. -----	<b>Med.</b>	<b>Aug. 20</b>
<b>APACHE.</b> Big firecracker red with golden overcast -----	<b>Med.</b>	<b>Sept. 25</b>
<b>AUTUMN BEAUTY.</b> Early large, brilliant, sparkly rich chestnut	<b>Med.</b>	<b>Sept. 1</b>
<b>BRONZE GIANT.</b> Imposing 5" flowers of bright intense bronze	<b>Med.</b>	<b>Sept. 18</b>
<b>BRONZE QUEEN.</b> Large copper bronze pompon. Cushion habit _	<b>Short</b>	<b>Sept. 15</b>
<b>CROWN JEWELL.</b> Bright currant-red with brilliant sheen ----	<b>Med.</b>	<b>Sept. 25</b>
<b>EARLY BRONZE.</b> An early orange bronze button of great merit. Very pretty for borders. -----	<b>Low</b>	<b>Sept. 15</b>
<b>FLAMBOYANT.</b> Bright flaming, large orange-bronze. Very stately and lively. Excellent color -----	<b>Med.</b>	<b>Sept. 15</b>
<b>FRED STONE.</b> Brilliant, very large, dark red. Good cutting ----	<b>Med.</b>	<b>Sept. 22</b>
<b>HARVEST BRONZE.</b> Very early rich apricot bronze with gold. Large flowers on bushy clean plants -----	<b>Short</b>	<b>Aug. 25</b>
<b>JOHN FURST.</b> Fully double brilliant glistening orange -----	<b>Med.</b>	<b>Sept. 25</b>
<b>LIPSTICK.</b> The best brilliant red cushion today. Very nice. Well shaped plants -----	<b>Short</b>	<b>Sept. 20</b>
<b>LUXTON'S RED.</b> A new dark red mum of great merit. Strong sturdy, well shaped plants. Excellent -----	<b>Med.</b>	<b>Sept. 10</b>
<b>ORINOCO.</b> New crimson cushion non-fading, very different ----	<b>Med.</b>	<b>Sept. 20</b>
<b>ORSONA.</b> Very attractive red-bronze cushion of medium sized well balanced plants -----	<b>Med.</b>	<b>Sept. 25</b>
<b>RADIANCE.</b> Red decorative, responds uniformly and breaks freely making excellent spring pot plants -----	<b>Med.</b>	<b>Sept. 25</b>
<b>RED ELF.</b> Bright red pompons on tiny plants. Very nice for borders and accents -----	<b>Short</b>	<b>Sept. 20</b>
<b>RUTH SCOTT.</b> 4½" reflexed, incurved bronze. The best of the colorful large mums -----	<b>Med.</b>	<b>Sept. 25</b>
<b>SCARLET CRIMSON.</b> Glowing bright red for fall sales -----	<b>Med.</b>	<b>Sept. 20</b>
<b>TECUMSEH.</b> Low mounded cushion of erthrite-red to fluffy bronze with pink edges -----	<b>Short</b>	<b>Sept. 12</b>
<b>TORONTO.</b> Rich coppery bronze on low bushy plants -----	<b>Short</b>	<b>Sept. 10</b>
<b>VIV CUSHION.</b> Vivid brick red blooms that last. A truly nice red that holds color very well -----	<b>Short</b>	<b>Sept. 15</b>
<b>VULCAN.</b> Dark red full double flowers on short branchy plants. - The best and earliest red -----	<b>Short</b>	<b>Aug. 24</b>

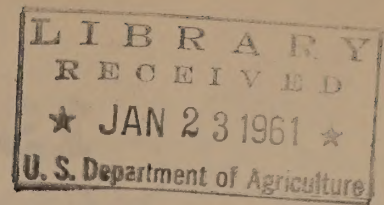
## Purple

<b>PURPLE CARPET.</b> Bright purple buttons on nice shaped dwarf plants. A beauty. Good for borders -----	<b>Low</b>	<b>Sept. 15</b>
<b>PURPLE CUSHION.</b> Glorious mounds of peony-purple flowers. Very beautiful in masses -----	<b>Short</b>	<b>Sept. 20</b>
<b>PURPLE HEART.</b> Semi-quilled petals of grape juice purple ----	<b>Short</b>	<b>Sept. 10</b>
<b>PURPLE WATERS.</b> Our best early deep purple. 3" flowers ----	<b>Med.</b>	<b>Sept. 20</b>
<b>TWINKLE.</b> NEW! Attractive shades of cyclamen purple -----	<b>Med.</b>	<b>Sept. 17</b>










# MUMS

## GARDEN VARIETIES COLLECTION PRICES BELOW

PRICE SCHEDULE	25 of one variety	\$2.00		YOUR SELECTION OF VARIETIES
	50 of one variety	\$3.50		
	100 or more per 100	\$6.50		

### SHIPPING INFORMATION

**DELIVERIES:** All orders are shipped by express collect unless otherwise directed. If parcel post is required, be sure and allow sufficient postage with your order.

**CLAIMS:** Our responsibility ceases when delivering carrier accepts shipment. If damage should occur enroute, have your AGENT inspect shipment and assist you to properly file claim for loss immediately. We shall aid you in every way we can, but in case of damage notify us at once.

**PACKAGING:** By shipping plants for many years to the wholesale trade we are fully aware of the many problems arising to perishable products enroute. Our means of packing is of the latest. Each and every 25 plants are placed in cellophane bags in partitioned boxes sealed and well wrapped in many thicknesses of news paper. This method assures safe arrival of the cuttings.

**SUBSTITUTIONS:** When substitution is permitted and necessary, we will ship equal or finer varieties, to the best of our judgment. Very often minor substitution, when permitted, will complete an order in full for one shipment, thus eliminating any delay and added expense.

**AVAILABILITY:** Our GARDEN MUM rooted cuttings are in constant production from JANUARY 1st to MAY 30th. 25 of each variety is the least that can be supplied, and all quantities must be in multiples of 25 because of the packing.

Special collection prices are made to those who wish us to select the better varieties for them. All collections are well balanced, and including many of the newer and better varieties, and usually can be shipped immediately or as needed.

COLLECTION NO. 1	COLLECTION NO. 2	COLLECTION NO. 3
Wide assortment for spring and fall sales.	For spring blooming pots.	Cushion varieties only.
Quantity _____	Quantity _____	Quantity _____

ORDER MAY COMPRISE OF ANY COLLECTION OR COMBINATION OF COLLECTIONS

#### Collection Price Schedule

200	.....	\$12.00
300	.....	\$16.75
600	.....	\$31.50
1000	.....	\$50.00
2000	.....	\$93.00

SHIPPING DATE \_\_\_\_\_ TOTAL QUANTITY \_\_\_\_\_ AMOUNT \_\_\_\_\_

SPECIAL DISCOUNTS ALSO APPLY ON COLLECTION PRICES

## FAIRVIEW NURSERY

Wholesale Growers of  
"SURE-TO-BLOOM" GARDEN MUMS  
COON RAPIDS, IOWA



# 1961 ORDER SHEET

Sold to \_\_\_\_\_ Ship to \_\_\_\_\_

Date of Order \_\_\_\_\_ 1961 Shipping Date \_\_\_\_\_ 1961

Ship by \_\_\_\_\_ Express Office at \_\_\_\_\_

25 of one variety	-----	\$2.00
50 of one variety	-----	\$3.50
100 or more per 100	-----	\$6.50

SUBSTITUTIONS

YES ☐

NO SUBSTITUTIONS

NO ☐

## NOTICE SPECIAL DISCOUNTS BELOW

ALL ORDERS POSTMARKED ON OR BEFORE FEB. 20 WILL RECEIVE 10% DISCOUNT

ALL ORDERS POSTMARKED FEB. 20 TO MAR. 20 WILL RECEIVE 5% DISCOUNT

All plants will be shipped nearest to date wanted regardless to when ordered.

## SPECIAL COLLECTION PRICES ON BACK OF THIS SHEET

Quan.	Variety	Am't	Quan.	Variety	Am't	Quan.	Variety	Am't
<b>WHITE</b>								
_____	Avalanche	\$ _____	_____	Gold Button	\$ _____	_____	Crown Jewell	\$ _____
_____	Martins White	_____	_____	Gold Ribbon	_____	_____	Early Bronze	_____
_____	Nanook	_____	_____	Gold Fantasy	_____	_____	Flamboyant	_____
_____	Ostosa	_____	_____	John Milbreth	_____	_____	Fred Stone	_____
_____	Princess Kay	_____	_____	Kings Ransom	_____	_____	Harvest Bronze	_____
_____	White Rice	_____	_____	Lemon Drop	_____	_____	John Furst	_____
_____	White Cloud	_____	_____	Marie Hartman	_____	_____	Lipstick	_____
<b>PINK &amp; LAVENDER</b>			_____	Martins Yellow	_____	_____	Luxton's Red	_____
_____	Cameo	_____	_____	Michigan	_____	_____	Orinoco	_____
_____	Coquette	_____	_____	Muriel Rice	_____	_____	Orsona	_____
_____	Dan Foley	_____	_____	Prairie Sunshine	_____	_____	Radiance	_____
_____	Edna Rowley	_____	_____	Real Gold	_____	_____	Red Elf	_____
_____	Fuchia Fairy	_____	_____	Ruby Breithraup	_____	_____	Ruth Scott	_____
_____	Joyous	_____	_____	Some Pumpkins	_____	_____	Scarlet Crimson	_____
_____	Lorenzo	_____	_____	Tonka	_____	_____	Tecumseh	_____
_____	Minnpink	_____	_____	Yellow Chris	_____	_____	Toronto	_____
_____	Pink Spoon Cushion	_____	_____	Columbus	_____	_____	Viv Cushion	_____
_____	Princess	_____	_____	Yellow Muriel	_____	_____	Vulcan	_____
_____	Spellbound	_____	_____	Yellow Pomponette	_____	<b>PURPLE</b>		
<b>YELLOW</b>			_____	Yellow Supreme	_____	_____	Purple Carpet	_____
_____	Astoria	_____	<b>RED &amp; BRONZE</b>			_____	Purple Cushion	_____
_____	Butterscotch	_____	_____	Aksarben	_____	_____	Purple Heart	_____
_____	Creampuff	_____	_____	Apache	_____	_____	Purple Waters	_____
_____	Delight	_____	_____	Aut. Beauty	_____	_____	Twinkle	_____
_____	Early Gold	_____	_____	Bronze Giant	_____	_____	<b>TOTAL</b>	\$ _____
_____		_____	_____	Bronze Queen	_____	_____	<b>DISCOUNT</b>	\$ _____
<b>TOTAL THIS ORDER</b>	_____		<b>Cuttings</b>	_____		_____	<b>TOTAL AM'T</b>	\$ _____

## FAIRVIEW NURSERY

Wholesale Growers of

"SURE-TO-BLOOM" GARDEN MUMS

COON RAPIDS, IOWA

IOWA'S LARGEST WHOLESALE MUM GROWERS